



# Storefront for Community Design 10th Anniversary Celebration



## IMPACT Storyteller Sponsor



Baskervill was established in 1897 in Richmond, Virginia, and remains rooted in this community. As one of the oldest continuously operating design firms in the country, we provide architecture, interior, and engineering design services. The firm is responsible for many of the icons of Richmond architecture from the Art Deco Binswanger Building in Scott's Addition to the Classical Scott House on Franklin Street on VCU's campus to the venerable Second Baptist Church in Monroe Ward. Today, Baskervill's portfolio includes hospitality, higher education, health care, workplace, manufacturing and logistics, civic, cultural, and housing projects.

## Message from Baskervill

Supporting Storefront for Community Design means supporting the development of the citizen designer, it means facilitating participation in shaping our shared environments and engaging in the power of community design. All of this to continue towards a more inclusive and equitable city.

Storefront for Community Design  
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## IMPACT Leader Sponsors



SingleStone is a technology consulting firm based in Richmond, Virginia, specializing in solving complex business challenges with modern technical solutions. Since 1997, our clients have trusted us to design, create, and engineer tools and processes that elevate their employee and customer experience, and ultimately drive better results for their business.

## IMPACT Maker Sponsors



**Thank you to our 10th Anniversary Block Party sponsors!** Your sponsorship is making a difference in our community.

# Storefront for Community Design 10th Anniversary Block Party

May 6, 2022

5:30-9:00pm

#storefrontcelebrates

## Upcoming Events

May - September 2022

RVA First Fridays

10 Years, 10 Stories of Impact Exhibition

205 E. Broad Street, Richmond VA

May 23, 2022

GRACRE 2022 Charity Golf Tournament

Benefiting Storefront for Community Design

October 27, 2022

Golden Hammer Awards

(in collaboration with Historic Richmond)

Hardywood Park Craft Brewery, Richmond



## Message from the Board Chair



It has been an incredible journey being a part of Storefront for the past five years. Our City has changed dramatically during my time on the Board and especially over the past ten years, and the services that Storefront provides have been an integral component of this growth. The Board is looking forward to helping

Storefront continue to uplift the diverse voices of the many communities of Richmond and charting a more inclusive path forward for all. We're excited about our updated strategic plan and can't wait to bring others along this journey with us. Here's to another impactful 10 years!

### FY 2022 Board of Directors

- Bernard Harkless, Board Chair, Lynx Ventures Real Estate
- Allison Powell, Vice Chair, Quinn Evans
- Burt Pinnock, Treasurer, Baskervill
- Joy Whitehurst, Secretary, River Fox Realty, LLC
- Lane Pearson, Member-at-Large, Fleckenstein & Associates
- Nick Cooper, Hanbury
- Kristen Costello, Gilbane Building Company
- Jimmy Chou, SingleStone
- Kristie Inge, Highwoods Properties
- Emily Lassiter, Nomad Design Studio
- The Hon. Cynthia I. Newbille, 7th District Richmond City Council
- Lashawnda Singleton, Virginia Department of Corrections

## Message from the Executive Director



When I was appointed as Storefront's Executive Director in 2021, I could see what a special place this was and how fortunate we are to have this organization in Richmond. It has been amazing to see the impact that Storefront has made across Richmond. Thank you to the Founders of Storefront and VCUarts Middle of Broad

(mOb) studio for taking your initial visions and evolving them over the last ten years. Richmond is growing rapidly, and our work is now more important than ever. With a new strategic plan, we are poised to inspire equitable community-driven design and engage the next generation of designers.

### Storefront Team

- Shawn Balon, PLA, ASLA, Executive Director
- Kai Banks, Youth Innovation Director
- Anya Shcherbakova, Design Session Program Manager

# 10 Years, 10 Stories of Impact



## 01 | Storefront is Born

In 2009, Storefront founding member Burt Pinnock received a call from Cynthia Newbille. The Old and Historic District had been expanded and she wanted to figure out how to bring design services to community members.



## 02 | Ms Thompson's Kitchen

Ms. Thompson brought her experience and voice to the table during Storefront's early years. She even used our design and planning services to help create a vision to remodel her kitchen.



## 03 | mOb + Storefront = ❤️

In 2012, Storefront partnered with VCUarts mOb studio to offer students the opportunity to work on innovative projects with communities and provide a space to design positive solutions throughout the city.



## 04 | Recovery by Design

In 2014, Storefront partnered with the Richmond Behavioral Health Authority and mOb studio to plan, host, and facilitate two eight-week summer sessions that gave a new understanding of design's power to bring communities together and its potential to heal.



## 05 | A Celebration of Community Design

In 2015, Storefront was selected to host the Association for Community Design's National Conference in Richmond that brought together planners, designers, architects, scholars, and community activists from 15 states, 19 major cities, 9 universities, and 8 community design centers.

## 06 | Designing an Innovation Center

In 2017, a storefront along a commercial boulevard in Highland Park was transformed into a space for young people to realize their potential, design their ideas, and connect with the community.



## 07 | Building a Brave Space

"I have secured a building - and it's a vanilla box, now what?" This is the question a community partner asked herself when looking for ways to take her dream of opening a café. Storefront volunteers ultimately helped take her passion and vision and bring it to life.



## 08 | General Demotion / General Devotion

In 2018, Storefront launched a juried design competition intended to facilitate constructive discussion about the future of Monument Avenue. The competition attracted entries from an international cohort of design teams.



## 09 | Community Driven Design Process

A conversation between two organizations focused on a community in Richmond's North Side. Through a robust community engagement process, Re-Imagining Benefield was born.



## 10 | A Vision for the Future

As we turn our attention to the next 10 years, we asked founding members of Storefront for Community Design and VCUarts mOb studio three questions to highlight past achievements and share their vision for the future of our programming.



IMPACT Storyteller  
Exhibition Sponsor

**Baskervill**

Scan the QR Code  
to read more



## Our Purpose and Programs

Many Richmond residents do not have the opportunity to participate in city planning, nor understand the complex forces shaping the designs. **Storefront for Community Design is a non-profit design center in Richmond, Virginia, founded to bridge the gap and make design programs and resources accessible to all for the love of our city.**

Storefront connects community members to design resources through our Low-cost Design and Planning Assistance programs and Design Education programs. Since 2011, we have completed over 350 low-cost design and planning assistance projects and over 15 design education initiatives with an estimated value of donated services well over \$950,000.



## Vision 2025: Strategic Plan

In May 2022, Storefront for Community Design announced a bold, new vision and a three-year strategic plan. We will firmly focus on transforming our low-cost design and planning assistance programs and expanding our design education programs to inspire community-driven design in the built environment.

By 2025, these city-wide initiatives have the power to serve over 200,000 people in the greater Richmond area and to foster community design. We will collaborate with 1,940 community partners and 350 volunteers to convene 85 projects to strengthen relationships and facilitate new connections.



## Thank you to our 10th Anniversary Block Party sponsors and volunteers!

### IMPACT Influencer Sponsors

- Anova Furnishings
- Hanbury

### In-Kind Sponsors

- Keith Fabry Printing
- Nightingale Ice Cream Sandwiches
- Nonprofit Management Services
- Richmond Toolbank

### Additional Recognitions

- 1 Smokery Pl. Food Truck
- 10th Anniversary Storefront volunteers
- Arley Cakes
- La Cocinita Food Truck
- Marketing volunteers: Katy Latimer, Maureen Neal, Susan Sekerke
- Monica Escamilla Photography
- Studio of Jiyeon Cha
- The Eye of Life Band
- The Right Reverend L7



Sponsorships and acknowledgements are as of April 27





# Ways to Support Storefront for Community Design



## Give Today!

We need your support to lay the foundation for program enhancements that brings positive change to Richmond communities.



## Sign up for Storefront Updates

Receive email updates from Storefront for Community Design about events, programs, resources, and volunteer opportunities.

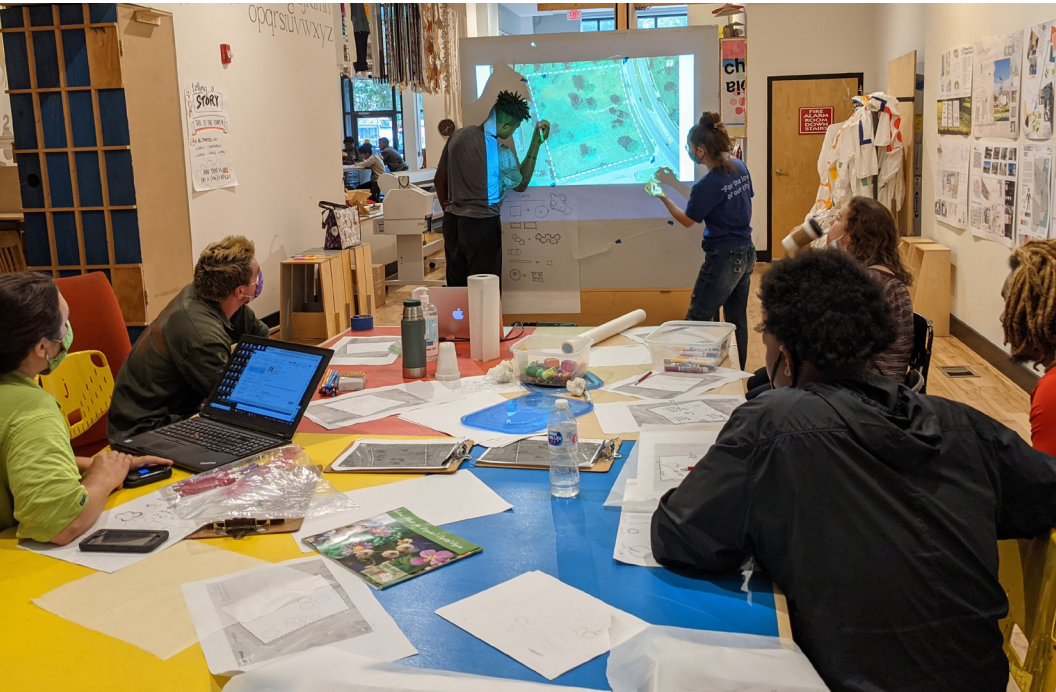


## Wear Storefront Gear

We have designed a new t-shirt for YOU to wear around town! Share with your friends, family, neighbors, and coworkers.







The Greater Richmond Association for Commercial Real Estate (GRACRE) provides opportunities for professionals in all disciplines relating to commercial real estate to interact with one another. Our primary mission is to be an advocate for commercial property owners, developers, and related professionals.

Storefront for Community Design is excited to partner with GRACRE for their 2022 Charity Golf Tournament! We look forward to future opportunities to collaborate with GRACRE to connect community members to design resources and engage the next generation of built environment professionals.